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**Shuster**

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(54) **MONITORING APPLICATION FOR  
AUTOMATICALLY REQUESTING CONTENT**

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This patent is subject to a terminal dis-  
claimer.

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See application file for complete search history.

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(57) **ABSTRACT**

Embodiments of the instant invention are directed to a sys-  
tem, apparatus and method for monitoring a user’s activities  
and displaying and presenting unsolicited content to users  
over a wide area network. Embodiments of the instant inven-  
tion include a monitoring system comprising an activity  
monitor and a content transfer and display means, wherein the  
activity monitor comprises an event identifier and a timer. The  
monitoring system monitors user activities, identifies trigger  
events, measures the elapsed time of inactivity of the user and  
initiates the presentation of unsolicited data, or content, to the  
user computer. In general, the monitoring system identifies  
trigger events and measures the elapsed time between trigger  
events. If the elapsed time between the trigger events exceeds  
a predefined time period the monitoring system causes unsol-  
icited data to be presented on the user computer.

**25 Claims, 3 Drawing Sheets**

